

APRIL, 2021

S4SD NEWSLETTER

DISTRACTED DRIVING AWARENESS MONTH



Swan Valley Students taking a pledge to end distracted driving

There are two “eyes” in driving. Keep them on the road - EyesDrive

April is Distracted Driving Awareness Month! Students are educating peers and the community on traffic safety topics. Motor vehicle crashes are the leading cause of death for U.S. teens. 13 out of 24 Michigan high schools, participating in S4SD, are educating specifically on distracted driving. Students are constantly spreading awareness on the dangers of

distracted driving and providing suggestions to decrease distractions. **Join Strive 4 a Safer Drive and take a pledge to keep two eyes and two hands on the road at all times.**



RESOURCES



The National Highway Traffic Safety Administration
www.nhtsa.gov



EyesDrive-Awareness Behind The Wheel

www.eyesdrive.org



National Safety Council
www.nsc.org

MODEL STUDENTS

S4SD students are committed to educating the public and their peers on traffic safety. This month students have specifically focused on drawing attention towards distracted driving. In 2019, 3,142 people were killed in motor vehicle crashes involving distracted drivers (NHTSA).

Swan Valley High School students took an opportunity to examine a vehicle that was previously involved in a motor vehicle crash. The vehicle has messages written on it encouraging students to drive the speed limit, buckle up, and drive with minimum distractions. By signing the vehicle, students vowed to think critically when driving and to encourage their peers, family, and friends to do the same.

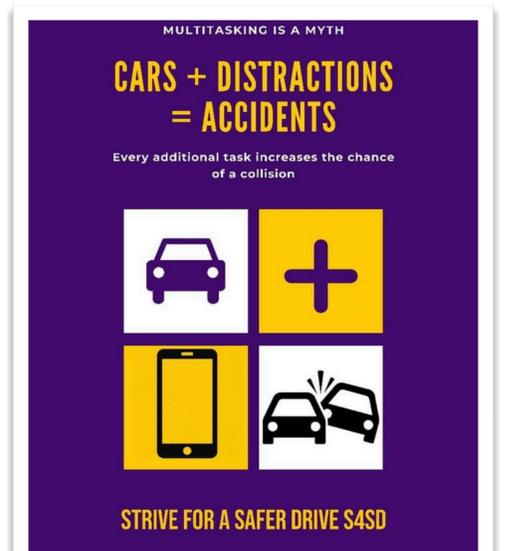


Swan Valley High School

Fordson High School has partnered with Dearborn Community Schools to emphasize the importance of “Safe Drives, Save Lives”. Students provide visual messages on Instagram daily, grasping the attention of their peers. Program manager, Kayla Thomas-Wright, visited Fordson High School! Fordson S4SD students explained their campaign and provided a tour of yard signs with a message of “Safe Drives, Save Lives”.



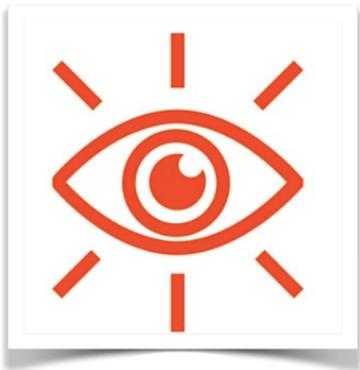
Fordson students and Program Manager



Instagram @dearborn.sdc

#EYESDRIVE

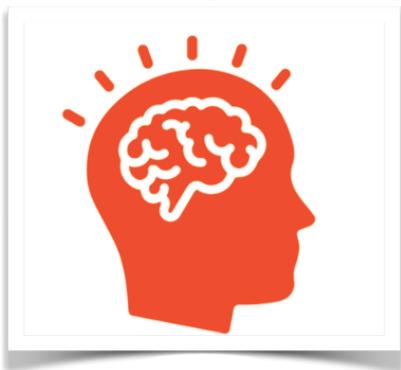
EyesDrive is a campaign geared towards raising awareness to the distracted driving epidemic (EyesDrive, 2021). There are three types of distractions; visual, manual, and cognitive. Each distraction type can occur by itself or in combination with another.



VISUAL DISTRACTIONS take your *eyes off the road*. These types of distractions require the driver to look away from the roadway (looking at screen in car, reading billboards, looking at an accident).



MANUAL DISTRACTIONS take your hands off the wheels. These would be tasks that require the *driver to take a hand (or two) off the steering wheel* to manipulate something such as an electronic device, radio, food, or drinks.



COGNITIVE DISTRACTIONS take your **MIND** off the road. The mental workload associated with a task that involves thinking about something *other than the driving*. This would be things such as daydreaming or being preoccupied with thoughts about school, life, etc.

S4SD Update

Michigan high schools are continuing to host events, in-person and virtual while interacting with the community through media (Social media & The Press). The S4SD team is asking for students to begin taking post-tests to measure knowledge gained while participating in the program. Post-test links have been sent to S4SD advisors. **The Strive for a Safer Drive campaign will run until April 30, 2021.**

Students are given additional time to create a final

PowerPoint or video presentation. An email has been sent to S4SD advisors with a final form and explanation of what to include in the final presentation. **Presentations are due May 5, 2021 by**

5:00pm. Once presentations are received, the S4SD team will score each participating school and select 5 top schools. All presentations can be sent to the program manager, strive4asaferdrive@gmail.com, or shared on the google drive.

Category
Was the S4SD application submitted by the deadline?
Was the final project submitted by the deadline?
Was the project student led? Yes/No
Did the schools select an appropriate traffic safety topic and carry it throughout the project? Yes/No
Rate the campaign slogan and/or name.
Rate the campaign goal.
Rate activity 1.
Rate activity 2.
Rate activity 3.
Rate the use of Ford Driving Skills for Life.
Did the campaign include community involvement? Yes/No
Did the campaign include or attempt to include media involvement? Yes/No
Was the funding used appropriately as outlined in participation requirements? Yes/No
Rate the campaign evaluation and outcome.
Did the project have school-wide applicability and engage the school beyond the student team? Yes/No
Rate the overall creativity of the project.
Rate the quality of the report/video or PowerPoint.
Total

Final Report Guidelines

Your team's final project must include:

1. A five to seven-minute video or PowerPoint
 - a. Describing the campaign.
 - b. Show each activity, including what was done, when, how, and the results.
 - c. Show how Ford Driving Skills for Life was used.
 - d. Show the community outreach and media involvement.
 - e. Include the evaluation of the campaign goal(s).
2. The completed [Final Report Summary](#)
3. The completed [Expense Tracking Form](#) with copies of receipts and invoices
4. Be submitted by May 5, 2021 to:

Transportation Improvement Association
 100 E. Big Beaver Rd., Suite 910 Troy,
 Michigan 48083
Strive4ASaferDrive@gmail.com

Failure to follow these guidelines will result in disqualification from the judging process. Disqualified schools will be ineligible to attend the hands-on driving event. Questions should be directed to Strive4aSaferDrive@gmail.com or 248-334-4971 EX 4.

**100 E. Big Beaver Rd., Suite
 910. Troy, MI 48083**